



Employee Health Management Program Get Healthy Now

2015 Building Healthier Academic Communities (BHAC) National Summit
University of California, Irvine
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University of Louisville



- State-funded research university in Louisville, Ky.
- Three campuses
- 6,500+ employees
- Primarily white-collar, salaried
- Health care costs outpacing national average
- Adopted self-insured plan in 2002

Health Status of Kentucky vs. U.S.



	Kentucky	U.S.
Diabetes	10.0%	8.7%
Cancer—per 100,000*	517.5	465.1
Adult smokers	24.8%	17.2%
Adults—overweight or obese	67.5%	63.8%
Number of deaths—per 100,000*	896.9	760.2

**Incidence rate per 100,000*

Source: The Henry J. Kaiser Family Foundation, statehealthfacts.org



- Launched in 2005 as voluntary incentive-based program
- Designed to:
 - Nurture culture of health
 - Incent and engage employees as part of total rewards
 - Contain health care costs
 - Decelerate rate of increase in overall cost of coverage

- Initially included:
 - eHealth platform
 - HRA
 - Health and wellness checks and classes
 - Employee-dedicated fitness facility
 - Health coaching
 - Incentives for participation



- Use of incentives and program design in the early years:

**Low-risk
employees**

Complete HRA

**Moderate/
High-risk
employees**

Complete HRA, participate in coaching

- \$20/month reduction in premium for participation
- Leadership support—e.g., Weekly 3-mile jogs with the President
- First year: 50% participation

2008 ROI: Health Management



Category	PMPY Savings	ROI
A. Coaching Plus other Services	\$448	2.50
B. Incentive	\$234	2.31
C. Health Management	\$238	2.67

- 2.5% increase for participants vs. 19.5% for non-participants
- Annual savings of more than \$1 million in health care-related expenditures

more...

- Expanded services/programs
 - Green Health Initiative (pilot program)
 - Disease Management Incentive
- Continued use of incentives
 - Low risk = HRA, health advising
 - Moderate/High risk = HRA, health advising, coaching
- **2009 Increased premium incentive: \$40/month**
- 70% participation



Disease (Condition) Management



- Research began in 2008
- First target: Diabetes
 - 20–70% not receiving preventive care
- Second target: COPD
- Health Integration team:
 - RN appointed to support and develop DM programs
 - DM protocol with UofL physicians
 - Dedicated pharmacist for drug/disease management
 - Get Healthy Now lifestyle programs

2012 ROI: Health Management



Table 1: Overall ROI by Program

Category	Sample Size	Average Expense *	Program Savings	ROI
A: A&T Only Services for 3-4 program yrs.	806	\$182	\$1,948	10.73
B: EMPOWERED® Health Coaching 1-2 program yrs.	2,533	\$182	\$1,102	6.07
C: EMPOWERED® Health Coaching 3-4 program yrs.	552	\$182	\$1,259	6.93
D: Health Management (A:B)	3,891	\$182	\$1,300	7.16

**Average expense are based on the average cost per participant regardless of the degree of participation.*

Note: A&T services include Web Platform Utilization, HRA and Health Advising.

Health Management: ROI



- From Table 1, the total ROI for only the wellness elements (D) is 7.16 after four Program Years.
- **Those who participated in Get Healthy Now services have fared better in holding claims increases to a minimum and reducing the trend.**

Value to Employees



- Get Healthy Now Success Stories:
 - Amber
 - *Move It to Lose It*
 - *Weigh to Go*
 - *Running Club*
 - *Lost 50+ pounds*
 - *Finished first half-marathon*



Value to Employees



We **CELEBRATE** the successes of participants by sharing their success stories on our website. Get Healthy Now encourages employees to take proactive steps to improve wellbeing and celebrate the benefits of good health!

[Get inspired: Read their success stories on our website!](#)

Value to Employees Health Management = Wealth Management



November 2013 UofL adopted a “living wage” program

- Increasing the minimum salary for regular staff employees to \$10 per hour.
- Funding for the program was possible due to the savings incurred through the health insurance program.

In a recent campus communication from UofL President, Dr. James Ramsey...

"As you know, the university is self-insured. Through strong management of our resources and thanks in part to the success of our Get Healthy Now program, we have been able to reallocate savings from the insurance program to this important initiative – without raising your rates or cutting back on your health benefits."

UofL's Award Winning Program



- CUPA-HR National and Regional Award
- American Heart Association's Platinum Fit Friendly
- Business First's 2010 "Healthiest Employer of Louisville" Award in 5,000+ employee category
- Mayor's Healthy Hometown Movement "Veteran Worksite Wellness Award"



President Ramsey HERO Jerry Noyce Executive Health Champion Award



This award is given to Senior leaders who advance and champion the mission of employee health management within their respective organization and actively participate in the program.



- We all need to, walk the talk.
- *"...as busy people, it is often hard for us to make the time to exercise. I found that it was very important for me to block out time on my own calendar for my own exercise".*
 - UofL President, Dr. James Ramsey

Get Healthy Now Wellness Center



**601 Presidents Blvd.
Louisville, KY 40217**

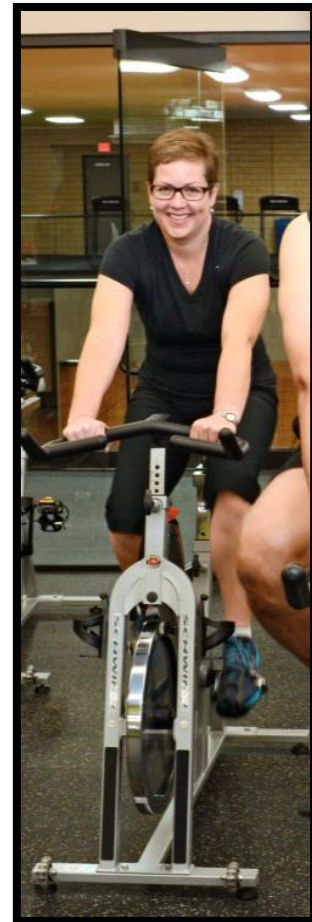


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Comprehensive Wellness Programs



**Group Fitness Classes,
Indoor Walking Track,
Wellness Education,
Biometric Screenings,
and more!**



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New life for Humana Gym thanks to
our University friends!



Left to right: Vice President for Athletics Tom Jurich, Get Healthy Now Director Patricia Benson, UofL Foundation Chairman Burt Deutsch and Provost Shirley Willihnganz led a lap around the new indoor walking track on grand opening day, April 2013.

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Wellness: Good Business Practice



- UofL has moved the “wellness conversation” beyond economics.
- Aligning work to support UofL's 21st Century Initiative:
 - **Wellness program strategically aligned to advance UofL's** research, teaching and service mission.
 - Recruit, retain, recognize and reward a high performing work force.

Tactics for achieving strategic alignment



- Removing silos through systematic partnerships
- Integrating Health and Disease Management strategies (data collection, analysis & marketing)
- Strong leadership support
- Engagement with campus and community constituents through alignment of mutual goals

Integrated Campus Wide Environmental Health Efforts



- **UofL's** wellness and sustainability efforts have been in place for some time.
 - Moving forward: more coordinated and strategic approach by bringing together multiple stakeholders and units to work together to achieve our healthy campus goals.
 - Healthy Campus Network in formation stage
- Greater emphasis on this work was propelled forward due to higher ed. budget cuts

Integrated Campus Wide Environmental Health Efforts



- In 2008, as the U.S. **economy stagnated**, the state of Kentucky severely curtailed the amount of funding and financial assistance it provided to all state-based universities.
- To counteract this budget cut, UofL administrators asked **employees for ideas** about how to decrease operating expenses and increase revenues across the university.
- One suggestion: **increased focus on operational sustainability.**

Integrated Campus Wide Environmental Health Efforts



- Sustainability committee formed:
 - Research how UofL could decrease operating expenses by investing in energy and water conservation.
- Passive energy and water saving devices were installed in residence halls and office buildings.
- A **“green” dorm room and a “green” office** were constructed to raise awareness of the **sustainability committee’s progress and effort.**
 - Actions of the sustainability committee were well-supported by management and the campus community.

Other Sustainability Efforts

Healthy Grounds Management



- **Integrated Pest Management**
 - Cultural practices are the main defense against pests and are used in most situations to solve problems.
- **Lower-maintenance Lawn Replacement:**
 - laying turf and micro-clover plots which don't require frequent mowing
 - replace grass with lower-maintenance flower and native plant gardens.
- **Low-Emission Mowers & Biodiesel:**
 - In May 2014, began a new trial using locally-produced biodiesel to power diesel machinery and trucks.
- **Cleaner-burning Propane:**
 - UofL's fleet of lawnmowers was converted to run on cleaner-burning propane rather than gasoline. In 2011, Physical Plant switched over its entire mower fleet for Belknap campus—eight push mowers, five riding mowers and two walk-behind mowers—to run on propane in refillable tanks.

UofL: Promoting Sound Health and Wellness practices



Based on the positive employee reaction to the sustainability efforts on campus, we began to investigate the idea that some individuals might **participate in healthy behavior based on perceived environmental impact rather than personal health benefit.**

Integrated Campus Wide Environmental Health Program



Out of this insight, GHN staff in collaboration with the sustainability committee, developed and successfully pitched a plan to the UofL Provost for establishing a **pilot worksite health promotion program** that was marketed and promoted to individuals as a program that would allow them to enact and be recognized for healthy behavior that positively impacts the environment.

Some people may be motivated to use alternative forms of transportation –like a bike– if they knew it would help **reduce their 'carbon footprint' on Mother Earth.**



What is Green Health Initiative?

'GreenHealth' nudges people to improve their health by using broader social values of improving the sustainability of the community to motivate behavior changes.


Primary goals:

- integrate 'green health' activities into GHN
- expand the qualifying criteria for the HMP premium incentive.





Green Health Initiative website screen shot

**UNIVERSITY OF
LOUISVILLE**
Green Health Initiative

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October 31, 2010

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[Incentives](#)
[Go Green Tips](#)
[Group Coaching](#)
[Stress: Manage It](#)
[Weigh to Go](#)
[GHN Brochure](#)
[Yoga & Pilates](#)
[Water Fitness](#)
[Smoking Cessation](#)
[SelfHelpWorks](#)
[Health Resources](#)
[Healthy News](#)
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Get Healthy Now GreenHealth Initiative Campus Wide Employee Wellness Program

My GreenHealth Log!

In keeping with the UofL Cardinal (CARDS) theme, a face card was assigned to each category (King, Queen, Jack, Ace). Each face card represents a GreenHealth category: Kings Feast, Queens Rule, Jacks Jump and Aces Wild! Kings Feast activities pertain to nutrition, Queens Rule pertain to stress/work life balance, Jacks Jump encourages exercise and fitness, and Aces Wild pertains to the Monthly Focus Area. These categories will help you plan your well-rounded endeavors towards greater personal health, while also serving to organize your successful completion of qualifying events and activities. [Click here](#) to learn more!

The first chart involves an assessment required for participation. Please complete this before proceeding.

GreenHealth Assessments-REQUIRED	Incentive Points	Max Points/Month	Max Points/Year
Lead By Example (LBE Survey)			
• Lead By Example (LBE) Survey			

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Green Health Initiative website screen shot

December Components	Incentive Points	Max Points/Month	Max Points/Year
Kings Feast - (Nutrition) <ul style="list-style-type: none">• **Keep portion sizes in check over the holidays: http://www.heart.org/HEARTORG/GettingHealthy/NutritionCenter/HealthyDietGoals/Suggested-Servings-from-Each-Food-Group_UCM_318186_Article.jsp• **Tips from the NO-FAD Diet: http://www.heart.org/HEARTORG/GettingHealthy/WeightManagement/No-Fad-Diet-Tips_UCM_305838_Article.jsp• *YMCA Diabetes Prevention Program: http://louisville.edu/hr/gethealthynow/diseaseconditionmanagement/ymcadiabetesprevention• **"How to Win a Food Fight": www.ymcalouisville.org/ResourceServer?resource=6911• *Recipe Challenge: http://louisville.edu/hr/gethealthynow/nutrition/riveting-recipes-wanted.html• *Wild Card! Choose your own activity and share details via e-mail with Patricia Benson @ patricia.benson@louisville.edu <p>Click here to log your participation and get your points!</p>	25	25	25
Queens Rule - (Stress/Work Life Balance)			

- Green Health Initiative: Reward/Incentive Structure
 - Earn points:
 - *participation in traditional (physical activity, nutrition, & stress) wellness activities*
 - *non-traditional (community sponsored agriculture, use bike as primary mode of transportation to reduce carbon footprint, plant a tree) wellness activities.*
 - Employees earning 1200+ points by end of the year had their name in a drawing for an all expense paid trip for four to the greenest city in the U.S. – Portland, Oregon.
 - Everyone who met their monthly point goal received an incentive (lunch box, t-shirt, etc.)

How to log steps: easy three step process

December 2010 Kings Feast

Step 1: [Click here](#) to record your pa

Step 2: [Click here](#) to record the Nut

December 2010 Queens

Step 1: [Click here](#) to record your pa

December 2010 Kings Feast Incentive

Select the various GreenHealth Kings Feast activities for v
participation by clicking in the box next to each activity th

1. ☒ Keep portion sizes in check over the holidays
2. ☐ Tips from the NO-FAD Diet
3. ☐ YMCA Diabetes Prevention Program
4. ☐ Wild Card
5. ☒ Recipe Challenge
6. ☐ How to win a food fight
7. ☐ Dangerous chemicals in food wrappers
8. ☐ Healthy Eating through the holidays
9. ☐ Lunch line Redesign

Save

Are you ready to

[Click here](#) to get started!

[Click here](#) for your curren

Points Earned: 1200

Log your
participation

Log your
points

Earn Points



Overall winner of Green Health Initiative:

*"I was ecstatic to earn the Green Health grand prize! I literally did a little dance! But, quite honestly, I'm also extremely excited about UofL's Green Health Initiative because it gives everyone so many fun and easy options for making health and wellness just a regular part of their daily lives. Nobody wants to have to try to find more time in their day for health, but these ideas help us **simply weave it into everything we do**. And when you start choosing a bike over a car, the stairs over the elevator or local fresh food over fast food, you'll not only discover greater personal health and happiness, but you'll be reducing your environmental impact as well. Sustainability and health are all about making those kinds of win-win choices. Thanks!" - Justin Mog*

UofL: Promoting Sound Health and Wellness practices



- Over 200 employees participated in the pilot program
- We learned that **sustainability is a powerful incentive to social action and can be leveraged to improve health status.**
- Plans are well underway to integrate the Green Health Initiative into the current employee wellness program, Get Healthy Now



*And it all
started with a
jog with the
President!*



Conclusion and Questions

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<http://louisville.edu/gethealthynow>